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ABSTRACT

Ways in which educators can communicate well, and subsequently gain support for programs, curriculum, and discipline, are presented. The book is divided into four parts: "Essential Considerations," "Relations with Special Publics," "Communication Tools," and "Evaluation." In part 1, some of the topics discussed include the importance of public relations; the public character of the school; understanding the community; policies, goals, and strategies; and the administering the program. Part 2 looks at the communication process, communicating with the internal publics, communicating with external publics, and communicating about school services and special events. The various tools of communication, presented in part 3, include ideas for making oral presentations; working with the press; using radio, television, and audiovisuals in communicating ideas; preparing printed materials for presentations; conducting campaigns to initiate change; and facing the school public relations challenges inherent in school choice. The final part outlines ways to assess a communication program, including the various approaches and strategies in this process. (Contains a list of further readings and includes an index.) (RJM)

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